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RESIDENTS SAVED THOUSANDS OF DOLLARS
LOCAL MEDIA ORGANIZATIONS HELP RESIDENTS AVOID PENALTIES

On behalf of myself, and the taxpayers I serve, I would like to thank our local news organizations for their help in reminding County residents that yesterday was the final day to pay the 2nd installment of property taxes. Throughout the day we served many people who had forgotten that the taxes were do, and were only reminded when they heard or read about it from the local media. This was especially true for those people who came to the local library branches to pay.

For the first time, I had my employees available at six local library branches throughout the County to accept payments from 4PM to 8PM. I wanted to discover if this was a service our residents would use and appreciate, and the response far exceeded my expectations. We collected over $255,000 at these locations.

The vast majority of residents who came into these library branches to pay would have been delinquent on their taxes had they not had the opportunity to pay at these locations. Every single one of these people indicated that they had forgotten that the taxes were due, and were only reminded when they saw it on the local news, heard it on the radio, or read about it in the newspaper. The efforts of our local media to keep our residents informed about this deadline and the expanded library locations saved this group of taxpayers over $25,000 in penalties.

I am sure that a far greater number of people were reminded throughout the day by our local media, and either came in during our regular hours, mailed their payments, or paid electronically. While we do not have the ability to calculate this savings, I am sure it is a very large amount of money.

I thank you for taking the time to inform our citizens of the services we provide and helping us to better serve the residents of San Diego County.

BART J. HARTMAN
TREASURER-TAX COLLECTOR
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